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The Week in Brief

TOP OF THE WEEK

HOPE FROM OTTAWA ☐ Canada's support of 10 khz channel spacing heartens NAB which promptly asks U.S. to follow lead and abandon stand in favor of 9 khz. **PAGE 27.**

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BRING IN THE CAMERAS ☐ Baker leads assault on tradition, arguing for TV coverage of Senate. Long, Ford and Warner disagree. **PAGE 29.**

REACHING OUT AND TOUCHING SOME MORE ☐ Packwood bill would drop certain restrictions on AT&T and permit its entry in home video via subsidiary. **PAGE 30.**

GOLDWATER CUTBACKS ☐ Public broadcasters offer differing views, but generally accept reductions and switches in funding under bill. **PAGE 31.**

TELETEXT COMES TO L. A. ☐ First major-market on-air test in U.S. of French Antiope system is under way at KNXT and KCET. **PAGE 32.**

CHALLENGE TO 4A's ☐ New Chairman Don Johnston tells Boca Raton annual meeting that deregulation affords opportunity to show effectiveness of self regulation. **PAGE 33.**

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NEITHER GLOOM NOR DOOM ☐ Vincent Wasilewski has steered NAB through many storms in his 16 years as president. Now, in special pre-convention interview, he explains his confidence that broadcasters can cope with issues of '81 and so-called new technologies. **PAGE 39.**

SPECIAL REPORT

UPBEAT TO VEGAS ☐ Bolstered by deregulation and other encouraging Washington vibrations, delegates to this week's NAB convention are getting preview of their new vistas and chance to examine new media. **PAGE 58.** Rundown of Las Vegas agenda. **PAGE 60.**

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The public's opinion of TV

Roper/TIO poll shows television continues to be main source of news for most people; credibility standing rises even higher

Television has increased its lead as the dominant information medium, and continues to get high marks for believability, fairness and general performance as well, according to the latest in a series of national public opinion polls by the Roper Organization Inc., a leading independent research firm.

Results of the study, 12th in a series conducted by Roper since 1959 on behalf of the Television Information Office, are being released today (April 13) by Roy Danish, TIO director, at the National Association of Broadcasters convention in Las Vegas.

The study, conducted in November 1980, found that 64% of the respondents named television among the media from which they get most of their news. That's three percentage points below the figure in the last poll, conducted in 1978. But TV's lead over newspapers, the second-place medium, increased to 20 points, the widest margin ever, as newspapers slipped by five points.

The question on the sources of most news allowed respondents to name more than one source. But almost 40% of the respondents named only television, according to TIO, which said this also represented a gain for TV since the 1978 poll.

On the basis of total mentions, with the data for all media adding up to 100%, TIO calculated that television's share was 47%, up a point from 1978, while newspapers' was 33%, down a point, and all others' was 20%, unchanged from two years earlier.

Television also increased its lead as the most believable medium—and for the first time ranked number one as the source of news about candidates in local elections. (It has long been the leading source of news about state and national candidates.)

Television got 44% of the votes, and newspapers got 36%, when respondents were asked to name the source from which they became best acquainted with candidates running in local elections. Two years ago, newspapers were given the nod by 45% to television's 39%. Other sources named in the new survey included radio, 6%; people, 11%, and magazines, 2%.

The poll also probed for effects of the TV debate between Jimmy Carter and Ronald Reagan during the presidential campaign. Nearly two-thirds of the respondents said they watched, but 93% said it had no effect on their decision to vote or not vote. However, 13% said the debate either helped them decide on whom to vote for, or changed their choice from one candidate to the other. And 27% said the debate helped them decide who, in their opinion, was the better candidate. More of those who voted for Reagan (36%) found it helpful in that respect than did those who voted for Carter (19%) or independent candidate John Anderson (27%).

Nearly seven out of 10 respondents (69%) felt that TV news had treated Carter and Reagan fairly in its coverage of their presidential campaigns, but only a little more than half (54%) thought as well of its coverage of Anderson's campaign. Of those who disagreed, Reagan was seen as getting the better of it: 19% thought coverage favored him as opposed to 7% who thought Carter had been favored, while 17% thought Carter was treated unfairly, as compared with 5% for Reagan. Only 3% thought Anderson had been favored in coverage, and 30% thought he received unfair treatment.

Well over half the respondents (57%) thought there was a "proper balance" between political left and right among persons given an opportunity to express their views on TV. Among the others, the left was seen as being the beneficiary, named by 12% as against 9% who thought the right was favored. More than one out of five (22%) said they didn't know or failed to answer the question.

Similarly, 62% said they thought TV news and information programs present "a pretty balanced view of what's happening," while 11% said the presentations lean to the left, 7% said they lean to the right and 20% had no answer.

As it has since 1961, the study found TV the most believable news source. Asked which they would believe if they heard conflicting stories in four major media, 51% chose television, 22% newspapers, 8% radio and 9% magazines. Compared with the 1978 study, those totals represent a gain of four percentage points for television, a decline of one each for newspapers and radio and no change for

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Roper/TIO poll results

"First, I'd like to ask you where you usually get most of your news about what's going on in the world today—from the newspapers or radio or television or magazines or talking to people or where?"

	59 %	61 %	63 %	64 %	67 %	68 %	71 %	72 %	74 %	76 %	78 %	80 %
Source of most news:												
Television	51	52	55	58	64	59	60	64	65	64	67	64
Newspapers	57	57	53	56	55	49	48	50	47	49	49	44
Radio	34	34	29	26	28	25	23	21	21	19	20	18
Magazines	8	9	6	8	7	7	5	6	4	7	5	5
People	4	5	4	5	4	5	4	4	4	5	5	4
All mentions	154	157	147	153	158	145	140	145	141	144	146	135
Don't know or no answer (DK/NA)	1	3	3	3	2	3	1	—	—	—	—	—

"If you got conflicting or different reports of the same news story from radio, television, the magazines and the newspapers, which of the four versions would you be most inclined to believe—the one on radio or television or magazines or newspapers?"

	59 %	61 %	63 %	64 %	67 %	68 %	71 %	72 %	74 %	76 %	78 %	80 %
Most believable:												
Television	29	39	36	41	41	44	49	48	51	51	47	51
Newspapers	32	24	24	23	24	21	20	21	20	22	23	22
Radio	12	12	12	8	7	8	10	8	8	7	9	8
Magazines	10	10	10	10	8	11	9	10	8	9	9	9
Don't know/ no answer	17	17	18	18	20	16	12	13	13	11	12	10

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magazines.

The study, for the first time, took a look at public attitudes toward the portrayal of women, minorities, the elderly and others on television entertainment shows. Shown a list and asked to call off those whose portrayal had "annoyed or bothered" them, 40% said "none" and 7% didn't answer. The portrayal of women who are homemakers was most frequently criticized, mentioned by 24%; of blacks, second (23%) and of the elderly, third (21%). Others: doctors, 17%; women who hold jobs, 16%; Hispanics, also 16%; blue-collar workers, 11%; lawyers, 10%; business executives, also 10%; union leaders, 8%, and white-collar workers, 6%.

Going at the question another way, the study asked the sample to rate the portrayal of women and men, separately, in TV entertainment shows. Slightly more than half (51%) felt that the portrayal of women was good (47%) or excellent (4%), while 43% thought it was not very good (28%) or poor (15%). The portrayal of men was rated good by 56%, excellent by 5%, not very good by 23% and poor by 9%.

The poll also explored parental viewing habits. It found that parents and children spend relatively few hours watching TV together: Among all parents, the median hours of *daily* TV viewing was put at two hours 53 minutes, while the median hours of *weekly* viewing with their children was two hours 58 minutes, or about one day's worth. And 10% of the parents said they never watch with their children.

Those who do watch with their children, however, tended to find it easier to discuss sensitive subjects—such as sex, drugs, religion—with their children: 14% said it often does and 34% said it occasionally does, as opposed to 23% who said it rarely helps and 13% who said it never does.

The idea of having commercials in children's programs continued to command support—but not quite as much as in prior years. Among the total sample, 32% said there should be no commercials in such programing, a gain from 28% in 1978, while 59% said it was all right to have them, a decline from 65% two years ago. Similar trends were apparent when the respondents were broken into groups according to those whose children were under 6 years of age, those whose children were 6 or older and those with children both under and over 6.

The highest vote against commercials in children's programs was among parents whose children were all under 6 years old: 39% of that group voted no to commercials, 55% thought commercials were all right. The highest vote holding such commercials acceptable was among parents who had children both under and over 6: In that group, 66% said yes, 32% no.

Among those in the total sample who voted no to commercials in children's programs, 56% said they favored eliminating them even if it meant considerably reducing the number of children's programs, a gain of six percentage points since 1978. Those who would favor keeping the commercials in order to keep the programs

represented 35%, down from 41% two years ago.

As in the past, television came out on top when respondents were asked to rate the performance of various local institutions: 68% said their TV stations were doing an excellent or good job, as against 65% who said the same for churches, 62% for police, 60% for newspapers; 47% for schools, and 36% for local government.

The survey was conducted in approximately 2,000 personal interviews last November among respondents selected to represent a national cross-section of the U.S. population aged 18 and over. A booklet by Roper giving the complete questions and data will be made available in May through the TIO, 745 Fifth Avenue, New York 10151, at 65 cents a copy.

Who gave how much to whom on the Hill: AT&T leads the pack

Telecommunications interests have been contributing generously to the campaigns of congressional leaders. That is one of the points made in Common Cause's recently published "Money, Power & Politics in the 97th Congress."

According to figures compiled by Common Cause from Federal Election Commission records, AT&T has been leading the way with largesse among telecommunications interests, contributing close to $60,000 to the campaigns of 54 congressional chairmen and leaders in their most recent election attempts. But also donating substantially to those campaigns have been the National Association of Broadcasters, which has contributed close to $20,000; Signal Companies Inc. (49% owner of Golden West Broadcasters), which has contributed about $12,000, and the National Cable Television Association, which has contributed about $5,000.

Following are listed the chairmen and leaders of both the House and Senate and the telecommunications money they received for their most recent campaigns.

Senate

Senator Howard Baker (R-Tenn.), Senate majority leader, in 1978 received $2,800 from AT&T, $250 from General Telephone and Electronics Corp., $1,750 from NAB, $750 from NCTA, $200 from National Telephone Cooperative Association, $500 from the U.S. Independent Telephone Association, and $500 from Signal Companies Inc. Baker also collected a $1,000 honorarium from CBS Inc. during 1979.

□

Senator Robert Byrd (D-W.Va.), Senate minority leader, in 1976 received $200 from NAB and $100 from NCTA.

□

Senator William Cohen (R-Me.), chairman of the Select Committee on Indian Affairs, in 1978 campaign received $450 from AT&T, $500 from NAB, $100 from NCTA, $300 from U.S. Independent Telephone Association and $1,000 from Signal Companies Inc.

□

Senator Alan Cranston (D-Calif.), Senate minority whip, in 1980 received $3,700 from AT&T, $2,000 from GTE, $1,000 from MCA Inc., $1,000 from NAB and $1,500 from Signal Companies Inc.

□

Senator Robert Dole (R-Kan.), chairman of the Finance Committee, in 1980 campaign received $3,000 from AT&T, $300 from Continental Telephone Corp., $1,000 from Filmways Inc., $250 from MCA Inc., $250 from U.S. Independent Telephone Association, $1,000 from Harris Corp., $500 from Signal Companies Inc. and $500 from Transamerica Corp.

□

Senator Pete Domenici (R-N.M.), chairman of Budget Committee, in 1978 received $1,000 from AT&T, $450 from NAB and $200 from U.S. Independent Telephone Association.

□

Senator Jake Garn (R-Utah), chairman of Banking, Housing and Urban Affairs Committee, in 1980 received $2,000 from AT&T, $100 from Continental Telephone Corp., $500 from NAB, $250 from U.S. Independent Telephone Association, $2,500 from Harris Corp. and $600 from Signal Companies Inc.

□

Senator Barry Goldwater (R-Ariz.), chairman of Select Committee on Intelligence and Communications Subcommittee, in 1980 campaign received $4,300 from AT&T, $200 from Continental Telephone Corp., $200 from GTE, $500 from MCA Inc., $2,000 from NAB, $950 from NCTA, $400 from U.S. Independent Telephone Association, $2,200 from Harris Corp., $2,400 from Signal Companies Inc. and $300 from Transamerica Corp. Goldwater also received a $1,500 honorarium from NAB in 1979.

□

Senator Mark Hatfield (R-Ore.), chairman of Appropriations Committee, in 1978 received $1,000 from AT&T, $500 from NAB, $200 from U.S. Independent Telephone Association and $300 from Signal Companies Inc.

□

Senator Jesse Helms (R-N.C.), chairman of Agriculture, Nutrition and Forestry, in 1978 received $800 from AT&T, $450 from NAB, $250 from NCTA, $400 from U.S. Independent Telephone Association, $1,000 from Harris Corp. and $500 from Signal Companies Inc.

□

Senator Charles Mathias (R-Md.), chairman of Rules and Administration Committee, in 1980 campaign received $2,200 from AT&T, $250 from MCA Inc., $500 from NAB, $250 from NCTA and $1,000 from Signal Companies Inc.

□

Senator James McClure (R-Idaho), chairman of Energy and Natural Resources Committee, in 1978 campaign received $1,000 from AT&T, $500 from NAB and $400 from U.S. Independent Telephone Association.

□

Senator Robert Packwood (R-Ore.), chairman of Commerce, Science and Transportation Committee, in 1980 campaign received $6,000 from AT&T, $150 from Continental Telephone Corp., $300 from NAB and $200 from U.S. Independent Telephone Association.

□

Senator Charles Percy (R-Ill.), chairman of Foreign Relations Committee, in 1978 campaign received $1,400 from AT&T, $250 from GTE, $500 from NAB, $200 from National Telephone Cooperative Association, $500 from 20th Century-Fox Film Corp., and $875 from Signal Companies Inc. Percy also got a $100 honorarium from McGraw-Hill Book Co.

□

Senator William Roth (R-Del.), chairman of the Governmental Affairs Committee, in 1976 received $200 from NAB and $200 from U.S. Independent Telephone Association.

□

Senator Alan Simpson (R-Wyo.), chairman of Veterans' Affairs Committee, in 1978 campaign received $750 from AT&T and $500 from NAB.

□

Senator Robert Stafford (R-Vt.), chairman of Environment and Public Works Committee, in 1976 received $300 from NAB and $300 from U.S. Independent Telephone Association.

□

Senator Strom Thurmond (R-S.C.), chairman of Judiciary Committee, in his 1978 campaign received $1,450 from AT&T, $1,000 from NAB, $600 from NCTA, $100 from National Telephone Cooperative Association, $500 from U.S. Independent Telephone Association and $1,000 from Harris Corp.

□

Senator John Tower (R-Tex.), chairman of Armed Services Committee, in 1978 received $300 from AT&T, $500 from GTE, $500 from NAB, $200 from U.S. Independent Telephone Association, $300 from Harris Corp. and $300 from Signal Companies Inc.

□

Senator Lowell Weicker (R-Conn.), chair-

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Ratings Roundup

After six successive prime-time victories, CBS-TV was knocked out of the winner's circle for the week ended April 5. Packing the ratings punch of the *Academy Awards*, a *Barbara Walters Special* and the first two-hour episode of its *Masada* mini-series, ABC-TV turned in the week's best ratings average.

From March 30 through April 5, ABC scored a 19.1 rating and 30 share to CBS's 18.4/29 and NBC's 16.1/26.

The *Academy Awards* presentation, delayed 24 hours due to the assassination attempt on President Reagan, brought Oscar's lowest TV score ever (BROADCASTING, April 6), but its 31.0/58 was enough to give ABC the week's top-rated program. *Walters* placed fifth on the list of 63 programs, with a 27.4/42, and *Masada* part I was seventh with a 27.1/40.

During the week, however, CBS continued to collect the most winning nights: Monday, Thursday, Friday and Sunday. ABC took Tuesday and Saturday. NBC won Wednesday, the only night it had shows above a 30-share, aside from a *CHiPs* episode on Sunday.

On Monday, when the networks returned to entertainment schedules following news coverage of the Reagan assassination attempt, CBS was the clear victor with *M*A*S*H, House Calls* and *Lou Grant* (9-11 p.m. NYT) averaging a 24.7/37. NBC, with the NCAA basketball championship (8:15-10:30 p.m.) scored a 20.5/29. ABC, with *Show Business* and *John Denver* specials (8:30-10:30 p.m.), averaged a 17.0/24.

Elsewhere of ratings note, CBS's new series, *Nurse*, with former *Waltons* star Michael Learned, scored well, with an 18.3/31. But NBC continued to fare poorly with its "Project Peacock" ratings—the episode, *My Father the Circus King* garnering only a 14.5/23.

The First 20

1.	*Academy Awards* special	ABC	31.0/58
2.	*Dallas*	CBS	30.0/53
3.	*60 Minutes*	CBS	28.1/46
4.	*Dukes of Hazzard*	CBS	27.4/44
5.	*Barbara Walters Special*	ABC	27.4/42
6.	*M*A*S*H*	CBS	27.2/38
7.	*Masada* (Part I)	ABC	27.1/40
8.	*House Calls*	CBS	26.7/38
9.	*Love Boat* (two-hour episode)	ABC	25.6/45
10.	*Lou Grant*	CBS	22.4/36
11.	*Archie Bunker's Place*	CBS	21.6/34
12.	*Diff'rent Strokes*	NBC	21.6/33
13.	*Greatest American Hero*	ABC	21.1/33
	Real People	NBC	21.1/33
15.	*NCAA Championship Series:* "Indiana vs North Carolina" (special)	NBC	20.7/29
16.	*Mork & Mindy*	ABC	20.6/32
17.	*One Day At A Time* (hour episode)	CBS	20.6/30
18.	*Alice*	CBS	20.5/29
19.	*Quincy M.E.*	NBC	19.9/33
20.	*Magnum, P.I.*	CBS	19.9/31

The Final Five

59.	*More Wild Wild West* (movie)	CBS	10.9/17
60.	*Vampire* (movie)	ABC	9.8/16
61.	*That's My Line*	CBS	9.7/17
62.	*NBC Magazine*	NBC	9.2/16
63.	*Riker*	CBS	8.9/16

NBC shuffles its prime-time deck

It rearranges time slots for six faltering shows, kills one

NBC-TV last week announced new time periods for six of its series now in the ratings doldrums. Moving are *NBC Magazine with David Brinkley, Hill Street Blues, Nero Wolfe, BJ and the Bear, Walking Tall* and *The Gangster Chronicles*. Dropping off the schedule is *Buck Rogers*.

NBC Magazine, consistently the week's lowest-rated show in its Saturday 10-11 p.m. (NYT) slot where it competes against CBS-TV's top-rated *Dallas*, moves to Thursday 8-9 p.m., effective April 23. That's the same night ABC-TV schedules its newsmagazine *20/20* at 10-11 p.m.

Hill Street Blues, now Saturday 10-11 p.m., switches to Tuesday 9-10 p.m. April 28. A two-hour *Hill Street* will be offered the Tuesday before, from 9 to 11 p.m.

Nero Wolfe shifts from Friday 9-10 p.m. to Tuesday 10-11 p.m. as of April 28.

BJ and the Bear, now Tuesday 9-10 p.m., will be tried on Saturday 9-10 p.m., beginning April 18.

Walking Tall moves from Tuesday 10-11 p.m. to Saturday 10-11 p.m.

Gangster Chronicles, now Saturday 9-10 p.m., will be seen Friday from 10 to 11 p.m. beginning May 8. On Fridays, April 24 and May 1, *Chronicles* will air from 9 to 11 p.m.

The schedule shifts leave no regular slot for *Buck Rogers*, which has been running in the time period now slated for *NBC Magazine*.

According to NBC Entertainment President Brandon Tartikoff, the "moves are part of a comprehensive plan designed to permit widest possible viewer sampling in different competitive situations before the announcement of our fall schedule on April 30." NBC also will be airing more pilots as well as specials during that period.

Play Back

Over Atlantic. WOR(AM) New York has gone international, broadcasting its 7 a.m. to 12 noon schedule from London. Live broadcasts are being fed by satellite from Duke of York's theater in London to New York. John A. Grambling will serve as anchorman, supported by WOR personalities Arlene Francis, Sherrye Henry, Joan Hamburg and Don Criqui. Guests on *Live From London* special programing will include stage, screen and television personalities and British government leaders.

□

Laughter on the air. Hollywood-based From Studio B is syndicating collection of comedy bits created and performed by disk jockey Rick Dees on his morning radio shows over KHJ(AM) Los Angeles and WHBQ(AM) Memphis. Custom package includes 130 vignettes.

□

In the marketplace. MJI Broadcasting Inc., New York, is offering to radio stations on barter basis daily, 90-second program titled *Sportsline with Reggie Jackson*, on which New York Yankee baseball star will interview and profile outstanding athletes.

□

First fives. The top five songs in **contemporary radio airplay,** as reported by BROADCASTING'S *Playlist:* (1) *Morning Train* by Sheean Easton on EMI/America; (2) *Kiss On My List* by Hall & Oates on RCA: (3) *Just the Two Of Us* by Grover Washington Jr. on Elektra; (4) *While You See a Chance* by Steve Winwood on Island/Warner Bros.; (5) *Keep On Loving You* by REO Speedwagon on Epic. The top five in **country radio airplay:** (1) *Falling Again* by Don Williams on MCA; (2) *A Headache Tomorrow* by Mickey Gilley on Epic; (3) *Old Flame* by Alabama on RCA; (4) *Hooked On Music* by Mac Davis on Casablanca/Polygram; (5) *I Am the Dreamer/Rest Your Love* by Conway Twitty on MCA.

THE WEEKLY
TOP THIRTY
THE RADIO SHOW
Talks With The Stars
Featured guests this week include
BLONDIE PLUS HALL & OATES
Talk With Us at the NAB or Call Drake-Chenault–213-883-7400

WOKE(FM) Clearwater, Fla., last year to separate buyers (BROADCASTING, Aug. 25, 1980), and also sold WGIV(AM) Charlotte, N.C. (BROADCASTING, March 16), and bought, subject to FCC approval, WTLC(FM) Indianapolis (BROADCASTING, March 30). WKTQ is on 1320 khz with 5 kw full time.

■ Other approved station sales include: WVLV(AM) Lebanon, Pa., and WFGM(FM) Fairmont, W. Va. (see "For the Record," page 170).

Network advertising rookies nudge billings past $5 billion mark

Fifty-four first-time users of network television were among the 550 companies that pushed network TV billings across the $5-billion mark in 1980 for the first time.

The 54, nine of which invested $1 million or more in network TV during the year, were identified by the Television Bureau of Advertising along with the other 504, together with estimates of their individual investments as compiled by Broadcast Advertisers Reports.

The nine newcomers who topped $1 million in network spending were identified as McDonnell Douglas Corp., $4,659,800; Denny's Inc. (fast food restaurants), $4,432,100; Minnetonka Inc. (soft soap), $4,125,800; Realty World Inc. (realtor), $2,562,200; Armor All Products (auto protectant), $1,768,600; S.S. Pierce Co. (Seneca frozen apple juice), $1,538,200; Deere & Co. (lawn and garden equipment) $1,239,800; Shearson Loeb Rhoades (investment firm), $1,186,500, and Frederick Purdue Co. (Senokot laxative), $1,052,100.

P&G, long-time front-runner, reached the $361,066,700 mark with a 25% increase over 1979. General Foods kept a good grasp on second place despite a 1% decline to $201,488,400. Ford Motor Co. moved into third with $125,701,500, up 30% from 1979. American Home Products ranked fourth on a 1% boost to $123,911,900, with General Motors close behind at $123,498,900, up 5%.

The year's 558 companies and their estimated network TV expenditures are listed below. Estimates are by BAR. An asterisk identifies first-time network advertisers.

Rank		TV Expenditures
117	Abbott Laboratories	8,928,700
329	Ace Hardware	1,425,200
217	Adolph Coors	3,259,300
447	Advance Publications*	330,600
515	Aero Mayflower Transit	80,400
373	AFL-CIO	953,100
506	Agway	104,300
398	Aladdin Industries	737,900
94	Alberto Culver	13,109,200
248	Alleghany Corp.	2,534,100
522	Alleghany Pharmacal*	70,000
187	Aluminum Company of America	4,442,300
358	American Airlines	1,056,300
166	American Bankers Association	5,272,900
527	American Biltrite	61,900
151	American Brands	5,956,400
194	American Can	4,215,600
65	American Cyanamid	19,293,900
239	American Dairy Association	2,665,800
302	American Egg Board	1,755,400
68	American Express	18,725,300
388	American Florists Marketing Council	830,900
198	American Gas Association	3,836,000
542	American Hardware Supply*	28,200
255	American Hoechst	2,461,300
4	American Home Products	123,911,900
74	American Motors	17,733,900
313	American Safety Razor	1,560,900
20	AT&T	57,388,100
249	AMF	2,530,900
229	Amway	3,006,300
430	Anchor Hocking	463,300
300	Anderson Clayton & Co.	1,778,200
368	Anderson for President Committee	1,009,300
14	Anheuser-Busch	65,423,500
481	Archer Daniels Midland*	171,000
497	Arkansas Louisiana Gas	115,100
301	Armor All Products*	1,768,600
507	Armstrong Rubber	104,100
227	Asahi Optical	3,050,900
223	Ashland Oil	3,132,400
183	Associated Film Distribution	4,526,900
556	Atlantic Aviation*	6,000
105	Atlantic Richfield	10,755,800
297	Avco	1,846,100
111	Avon Products	9,865,000
355	Azrak-Hamway International	1,076,300
334	Bache Group	1,309,800
539	Baker for President Committee	37,400
544	Bancal Tri-State	24,100
120	Banfi Products	8,693,400
411	Bausch & Lomb	589,000
37	Bayer A G	35,073,600
163	Beatrice Foods	5,346,100
29	Beecham Group	43,523,800
231	Beiersdorf	2,966,000
258	Bell & Howell	2,416,900
208	Bendix	3,484,200
286	Beneficial	1,987,200
387	Benjamin Moore	834,700
112	Bic Pen	9,810,400
331	Binney & Smith	1,352,900
104	Black & Decker	10,830,700
95	Block Drug	12,732,700
150	Blue Bell	6,009,200
442	Blue Coral*	353,000
377	Boehringer Manheim	920,700
202	Boeing	3,726,800
75	Borden	17,589,000
413	Borg Warner	567,000
109	Milton Bradley	10,245,300
547	Brioschi	20,600
6	Bristol Myers	106,061,100
453	Brown Group	295,300
172	Brown-Forman Distillers	5,000,500
477	Brunswick	193,700
536	C. C. Development*	43,400
133	Cadbury Schweppes	7,729,100
493	California Iceberg Lettuce Commission	125,200
284	Calif.-Oregon-Wash.-Dairyman Association	1,998,400
233	California Raisin Advisory Board	2,926,900
460	California Strawberries Advisory Board	265,900
76	Campbell Soup	16,403,000
524	Canandaigua	65,400
98	Canon	12,294,900
57	Carnation	22,817,600
142	Carter for President Committee	7,068,100
93	Carter Wallace	13,121,400
385	Carter William	837,900
394	Castle & Cooke	760,000
436	Castle Toys	420,400
168	CBS	5,200,600
502	Cerveceria Moctezuma*	110,100
161	Champion Spark Plug	5,387,700
319	Chanel	1,520,400
191	Chattem Drug & Chemical	4,353,300
25	Chesebrough Ponds	49,038,300
15	Chrysler	65,289,900
164	Church & Dwight	5,323,500
73	Ciba-Geigy	17,840,000
97	Citicorp	12,336,700
516	Classic Laboratories*	79,700
466	Clopay*	252,300
28	Clorox	44,490,500
19	Coca Cola	57,897,300
360	Colt International	1,042,000
240	Coleco	2,656,300
32	Colgate Palmolive	40,096,900
47	Columbia Pictures	27,121,000
196	Combe	4,004,400
154	Comerco	5,875,200
489	Communications Satellite*	135,000
211	Connecticut General Insurance	3,366,800
170	Conoco	5,110,400
30	Consolidated Foods	43,293,300
241	Continental Corp.	2,654,700
553	Conwood	11,300
554	Copersucar	7,800
432	Cordura	446,500
137	Corning Glass Works	7,396,600
130	Cosmair	7,912,800
260	Cotter & Co.	2,359,600
155	Cotton Inc.	5,834,800
66	CPC International	19,211,800
511	Creative Tools	87,800
213	Credit Union Associates	3,340,400
363	Crum & Forster	1,029,500
185	Culbro	4,519,700
391	Cutter Labs	765,700
310	Daimler-Benz	1,624,700
528	Dana Corp.	58,000
433	Dana Perfumes	446,400
26	Dart & Kraft	48,200,300
296	De Beers Consolidated Mines	1,849,600
474	Dean Witter/Reynolds	213,300
339	Deere*	1,239,800
487	Del Labs	147,600
496	Delaware Management Fund	116,400
437	Dell Publishing	419,900
189	Dennys*	4,432,100
475	Diet Centers	206,400
141	Walt Disney Productions	7,206,200
366	Doric Foods	1,021,300
92	Dow Chemical	13,202,500
288	Dow Jones	1,955,700
378	DPF	918,200
143	Dr Pepper	6,932,100
78	Du Pont	15,728,800
269	Dunkin Donuts	2,260,500
287	Eastern Air Lines	1,963,400
38	Eastman Kodak	34,694,200
491	Jack Eckerd Corp.*	133,700
205	Electronic Realty Association	3,554,600
409	Eli Lilly	603,000
327	Emerson Electric	1,461,800
379	Emery Air Freight	916,200
395	Entex Industries	756,100
31	Esmark	41,854,800
110	Exxon	9,891,200
234	Faberge	2,872,500
157	Federal Express	5,704,900
299	Fibic	1,804,800
356	Fidelity Electronics	1,074,900
408	Fieldcrest Mills	605,400
102	Firestone Tire & Rubber	11,045,000
467	Flambeau Products	249,500
203	Fleet	3,689,300
89	Florida Citrus Commission	13,725,400
181	Florists Transworld Delivery Association	4,572,500
393	FMC	762,000
3	Ford	125,701,500
406	Foremost-McKesson	606,700
267	Fotomat	2,281,400
138	Fuji Heavy Industries	7,277,500
478	GAF	189,900
330	Gallery of Homes	1,396,900
67	E. & J. Gallo Winery	18,970,200
292	Garan	1,907,400
40	General Electric	32,986,800
2	General Foods	201,488,400
275	General Host	2,116,600
11	General Mills	75,751,000
5	General Motors	123,498,900

Rank		TV Expenditures
435	General Signal	425,800
135	General Telephone & Electronics	7,603,900
216	General Tire & Rubber	3,282,500
226	Georgia Pacific	3,065,800
18	Gillette	59,509,700
261	Gold Seal Products	2,348,600
281	B. F Goodrich	2,016,000
108	Goodyear Tire & Rubber	10,336,000
495	Gott Manufacturing	117,800
113	Grand Metropolitan	9,590,500
54	Greyhound	24,155,100
58	Gulf & Western	22,681,400
485	Gulf Oil	159,900
279	Haggar	2,069,000
90	Hallmark Cards	13,569,800
427	Hardees Food Systems	491,800
492	Hardwick Stove	128,200
220	Harlequin Enterprises	3,226,500
402	Hart Schaffner & Marx	667,600
192	Hartz Mountain	4,257,100
293	Hasbro	1,890,800
500	Hastings	113,100
461	Hearst	265,600
268	L. S. Heath & Sons	2,280,700
264	G. Heileman Brewing	2,290,800
52	H. J. Heinz	24,740,100
232	Helene Curtis	2,935,800
61	Hershey Foods	21,328,600
44	Heublein	30,293,000
218	Hillenbrand Industries	3,249,200
222	Hilton Hotels	3,198,800
540	Hitachi*	32,800
337	Hobart	1,263,400
118	Holiday Inns	8,900,300
79	Honda Motor	15,625,200
315	Hoover Co.	1,556,500
294	Hormel	1,884,800
529	Houghton Mifflin	56,400
307	Household Finance	1,673,800
459	Huffy*	272,900
551	Hurst	14,300
236	Husky Oil	2,816,900
165	E. F Hutton	5,292,400
367	Hygrade Food Products	1,016,900
125	IC Industries	8,462,500
417	Idaho Potato Commission	540,000
308	Ideal Toy	1,654,100
270	IFI International	2,244,500
415	Illfelder Toy	557,800
145	Inter Bank	6,782,200
451	Inter North	301,500
81	IBM	14,777,200
282	International Harvester	2,002,700
159	International Nickel	5,547,800
304	International Spikes	1,696,200
70	ITT	18,270,100
177	Jaguar Rover Triumph	4,764,500
455	James Industries	287,800
87	Jeffrey Martin	14,187,500
488	Jel Sert	143,700
289	Jenos	1,950,400
513	Jerry Gross Organization*	82,700
8	Johnson & Johnson	90,471,500
55	S. C. Johnson & Son	23,330,900
501	Jones Dairy Farm*	111,400
171	K Mart	5,060,100
336	K-Tel International	1,284,500
126	Keebler	8,375,900
17	Kellogg	59,803,200
247	Kemper Group	2,539,100
518	Kennedy for President Committee	74,200
504	Kentucky Department of Tourism*	109,200
414	Kero-Sun*	564,200
396	Keyes Fibre	755,400
439	Kikkoman International	379,900
72	Kimberly Clark	18,107,000
325	Kiplinger Washington Editors	1,470,400
456	Knots*	283,100
352	Kraco Enterprises	1,123,200
545	Kristy Wells	22,400
428	Kusan	485,100
557	L J N Products	3,900
424	La Rouche For President Committee	508,800
470	La-Z-Boy Chair	225,200
254	Lanier Business Products	2,462,000
188	Lee Pharmaceuticals	4,437,300
309	Lego Systems	1,632,400
354	Leisure Dynamics	1,082,000
519	Leland Energy*	74,200
370	Lennox Industries	1,004,700
12	Lever Brothers	74,111,800
353	Libertarian Party	1,087,500
369	Liberty Mutual Insurance	1,008,000
476	Life Insurance Co. of Georgia	202,000
160	Litton	5,393,100
525	Loctite	63,200
190	Loews	4,363,600
520	Lorentzen Levolor	73,900
512	M. Lowenstein & Sons	84,000
291	Lowes	1,930,300
425	J. Lyons & Co.	507,200
77	M C A	15,976,800
429	M J B	483,300
405	Mannington Mills	612,100
416	Manor Care*	547,100
365	Maremont	1,022,500
34	Mars	36,689,200
450	Matex	305,800
242	Matsushita	2,649,100
83	Mattel	14,556,600
85	Oscar Mayer	14,438,500
228	Maytag	3,036,000
22	McDonalds	53,588,300
178	McDonnell Douglas*	4,659,800
338	Mead Products	1,257,900
558	Mego International	3,000
541	Melville	31,900
298	MEM	1,823,300
312	Memorex	1,594,400
84	Mennen	14,495,200
444	Mentholatum	348,400
426	Meredith*	497,200
380	Merle Norman Cosmetics	912,000
127	Merrill Lynch	8,086,600
140	Metropolitan Life Insurance	7,207,100
162	Michelin Tire	5,374,900
195	Minnetonka*	4,125,800
148	Minolta	6,381,400
404	Minwax	622,900
482	Mirror Bright Polish*	171,000
121	Mobil	8,666,400
295	Monroe Auto Equipment	1,863,100
348	Monsanto	1,128,900
454	Mony-Mutual of New York	290,000
43	Morton-Norwich	31,190,200
33	Nabisco	39,151,400
534	National Appliance*	44,900
384	National Association of Realtors	852,500
237	National Association of Insurance Agents	2,719,700
230	National Automotive Parts	2,976,700
550	National Bakeries Services	15,000
116	National Bankamericard	8,940,500
221	National Fed/Coffee Grws/ Colombia	3,213,600
469	National Fisheries Institute*	226,700
320	National Grape Cooperative	1,520,200
464	National Gypsum	257,200
332	National Railroad Passenger	1,327,600
374	National Retail Hardware Association*	942,100
257	National Union Electric	2,425,300
403	Nationwide Insurance	642,600
35	Nesfood	35,993,900
265	New York Life	2,286,300
509	New York Times	103,000
71	Nissan Motor	18,150,000
361	Nissin Foods	1,042,000
351	NL Industries	1,125,300
91	North American Philips	13,270,000
238	North American Systems	2,717,700
107	Northwest Industries	10,515,200
209	Northwestern Mutual Life	3,474,300
514	Norton*	81,200
48	Norton Simon	26,734,000
46	Noxell	28,092,700
472	O'Conner Products*	217,400
235	Ocean Spray Cranberries	2,864,500
523	Ohio Art	67,400
390	Olin	796,800
149	Olympia Brewing	6,299,500
129	Olympus Camera	7,947,600
473	Orange Bowl Committee	215,700
441	Owens Country Sausage	353,600
438	Owens Illinois	406,000
144	Owens-Corning Fiberglas	6,831,500
182	Pabst Brewing	4,528,200
381	Paine Webber Jackson & Curtis	878,400
259	Pan American World Airways	2,396,900
510	Parker Pan	96,600
69	J. C. Penney	18,579,100
274	Pennwalt	2,156,800
156	Pennzoil	5,764,400
434	Pentel	441,200
468	Penthouse International	242,000
9	Pepsico	88,822,100
448	Petersen	323,600
53	Pfizer	24,301,700
7	Philip Morris	97,392,200
122	Phillips Petroleum	8,630,000
484	Philmon & Hart Labs	160,400
555	Physician Mutual Insurance*	7,200
23	Pillsbury	53,254,900
346	Pioneer Electronic	1,167,400
347	Pittway	1,156,200
45	Polaroid	29,812,500
457	Polyglycoat	278,300
283	Ponderosa	2,002,600
486	Postal Instant Press	148,300
443	PPG	352,100
480	Pressman Toy	186,200
412	Pritzker Family	581,600
1	Procter & Gamble	361,066,700
114	Prudential	9,558,000
176	Publishers Clearing House	4,802,400
359	Frederick Purdue*	1,052,100
340	Purex	1,223,300
546	Puritans Fashions*	22,000
410	Purolator	591,800
490	Qantel	134,400

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American Petroleum Institute

Rank		TV Expenditures
27	Quaker Oats	46,653,600
224	Quaker State	3,108,200
341	Questor	1,221,200
183	Rachengold-Werk	4,215,900
13	Ralston Purina	73,386,200
253	Ramada Inns	2,478,800
206	Raytheon	3,508,700
63	RCA	19,873,800
276	Readers Digest	2,090,300
131	Reagan for President Committee	7,847,300
246	Realty World*	2,562,200
244	Remington	2,605,800
382	Renfield Importers	873,900
225	Republican National Committee	3,067,100
50	Revlon	25,305,600
463	Rexall	258,100
174	Reynolds Metals	4,877,100
103	R. J. Reynolds	11,025,500
24	Richardson Merrell	49,885,200
538	A. H. Robins	38,900
252	Roman Meal	2,482,400
316	Rorer Group	1,551,200
158	Royal Crown Cola	5,663,400
357	Rubbermaid	1,072,600
421	Rush-Hampton Industries*	526,200
272	Rust-Oleum	2,188,600
303	Ryder	1,741,800
328	SCM	1,436,800
317	S. S. Pierce*	1,538,200
446	SSS	332,000
214	Safeco	3,332,400
471	Safeway*	218,500
440	Sambos	360,000
321	Sandoz-Wander	1,519,500
537	Sasson Jeans*	41,700
136	Vidal Sassoon Inc.	7,515,800
184	Savin Business Machines	4,526,600
199	Savings & Loan Foundation	3,827,300
36	Schering-Plough	35,242,700
462	Schieffelin	264,400
51	Jos. Schlitz Brewing	24,802,200
503	C. Schmidt & Sons	110,100
458	Schwinn Bicycle	276,400
167	Scott Paper	5,250,800
101	Seagrams	11,207,300
263	Sealy	2,297,200
251	Searle	2,483,200
10	Sears, Roebuck	86,951,500
431	Selchow & Righter	463,100
322	Sentry Insurance	1,491,700
350	Serta	1,125,800
423	Sharp	514,000
343	Shearson Loeb Rhoades*	1,186,500
134	Shell Oil	7,689,400
201	Sherwin Williams	3,774,100
483	Shinsei	170,300
549	Sidney A. Tarrson*	18,000
401	Singer	672,100
422	Skil	520,000
543	Skyline	24,800
59	Smithkline	22,529,100
364	J. M. Smucker	1,026,800
465	Snelling & Snelling	255,700
180	Sony	4,580,700
548	Source Securities*	20,100
123	Southland	8,573,600
311	Specialty Brands	1,612,600
243	Sperry	2,631,900
419	Spring Air	530,900
49	Squibb	25,439,700
386	St. Regis Paper	837,300
146	A. E. Staley Mfg.	6,763,900
152	Standard Brands	5,942,100
335	Standard Oil	1,292,700
197	Stanley Works	3,954,400
508	Stanwood	104,100
153	State Farm	5,939,000
21	Sterling Drug	56,790,400
400	Sterns Nursery	693,500
531	Stihl American	50,200
80	Levi Strauss	14,962,400
333	Stride Rite	1,323,600
169	Stroh Brewery	5,118,500
445	Suffolk Marketing	333,800
280	Sun	2,029,300
285	Sunbeam	1,997,700
179	Sunkist	4,649,900
326	Suzuki	1,469,800
371	TDK Electronics*	994,300
494	Talley	119,400
173	Tampax	4,947,300
132	Tandy	7,826,400
498	Tasty Baking	114,800
383	Taylor Rental*	853,400
376	Teledyne	932,400
533	Tenders*	48,100
372	Tenneco	977,500
99	Texaco	11,631,200
290	Texas Instruments	1,93 ,300
212	Textron	3,36 ,700
60	Thompson Medical	22,047,900
119	Time	8,791,600
499	Times-Mirror	113,800
106	Timex	10,572,700
245	Tomy	2,586,000
389	Tonka	819,100
418	Tootsie Roll	532,500
273	Toro	2,175,500
517	Total Petroleum*	77,900
420	Totes	526,700
62	Toyo Kogyo	20,335,100
56	Toyota	22,945,300
449	Trailway	314,700
375	Trane*	936,400
86	Trans World	14,225,100
96	Transamerica	12,388,800
323	Travelers	1,484,800
452	Travelodge*	297,500
262	TRW	2,308,600
342	Turtle Wax	1,193,600
124	UAL	8,491,000
41	Union Carbide	31,752,800
552	Union Oil	14,200
204	Uniroyal	3,645,900
344	United Aircraft	1,186,100
219	United Brands	3,245,500
399	United Brotherhood of Carpenters*	726,700
521	United Gilsonite Labs	73,600
82	United States Armed Forces	14,771,200
532	United States Golf Association	49,100
250	United States Government	2,506,400
175	United States Tobacco	4,818,200
271	United Technologies	2,203,000
349	Unity Buying Service	1,127,600
147	Upjohn	6,510,100
479	Usair*	189,300
305	V F	1,677,100
64	Volkswagen	19,434,700
345	Jim Walter	1,168,600
256	Wang Laboratories	2,454,800
42	Warner Communications	31,431,600
16	Warner-Lambert	63,167,100
362	Washington Post	1,038,900
200	Wausau Insurance	3,817,500
530	Victor F Weaver	51,000
215	Wella	3,300,600
115	Wendy's International	9,036,400
535	Western Air Lines	43,900
505	Western Textile*	104,500
210	Westinghouse	3,383,800
186	Weyerhaeuser	4,482,000
407	Wham O	605,800
139	Whirlpool	7,234,200
392	Wienerschnitzel International	765,100
314	Wilkinson Match	1,559,900
318	Wine Imports of America	1,526,400
397	Witco Chemical	744,800
278	Wolverine World Wide	2,080,200
306	Woolworth	1,676,200
39	Wrigley	34,127,600
100	Xerox	11,464,700
207	Yamaha	3,484,800
526	Yonezawa*	61,900
277	W F Young	2,081,400
266	Zale	2,283,600
128	Zenith	8,084,500
88	20th Century-Fox Film	13,950,200
324	3M	1,484,000

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FCC reports 25.6% drop in radio profits in 1979

The FCC has released the final, corrected and official version of its 1979 radio financial figures, reporting total radio revenue of $2,873,600,000, up 9% from the previous year. But radio's profits were down considerably in 1979, totaling $231,400,000—a decline of 25.6% from 1978's $311,100,000.

The revised radio figures, added to the earlier television report, reflect total net revenues of $10,748,800,000 for the broadcasting industry, up 12.6% from 1978. BROADCASTING had calculated last winter that industry revenues in 1979 totalled $10.6 billion (BROADCASTING, Dec. 22, 1980).

Of 7,655 stations in operation in 1979, 7,207 reported financial data: 4,253 AM's; 1,438 FM's filing a combined report with an AM; 681 FM's associated with an AM but filing a separate report, and 835 FM independents.

Of those reporting, 6,893 were in operation for the full year and 314 were in operation for only part of 1979. Four hundred and forty-eight stations in operation during all or part of 1979 did not report.

The $231.4 million in radio profits broke down this way: national networks, $15.9 million; AM's and AM-FM combinations, $157 million; FM independents, $13.5 million; FM's associated with an AM but filing separately, $45 million.

Of the 4,079 AM's and combinations reporting, 60% reported profits and 40% reported losses, while 64% of 658 FM's associated with AM's but filing separately reported profits and 36% reported losses. Of the 753 independent FM's filing, 52% reported profits and 48% reported losses. The average profit of an AM or combination for 1979 was $118,910, while the average loss was $78,317. For FM's associated with an AM but filing separately, the average profit was $166,456, the average loss $100,579. The average profit for an independent FM was $123,225, the average loss $86,620.

Advertisers spent $3,172,400,000 on radio in 1979, up 9.0% from 1978. Of that total, $138,500,000 was for network advertising (up 9.6%), $637,300,000 for national and regional spot (up 7.6%), and $2,396,600,000 for local advertising (up

1 ▪ The radio and television broadcast services' 1979 totals of revenues, expenses and income, for networks and stations

	1979	1978	% Increase 1978-79
Broadcast revenues			
Radio	$2,873,600,000	$2,635,300,000	9.0
Television	7,875,100,000	6,913,000,000	13.9
INDUSTRY TOTAL	**10,748,800,000**	**9,548,300,000**	**12.6**
Broadcast expenses			
Radio	2,642,200,000	2,324,200,000	13.7
Television	6,184,900,000	5,265,900,000	17.5
INDUSTRY TOTAL	**8,827,100,000**	**7,590,200,000**	**16.3**
Broadcast income (before federal income tax)			
Radio	231,400,000	311,100,000	-25.6
Television	1,690,200,000	1,647,100,000	2.6
INDUSTRY TOTAL	**1,921,600,000**	**1,958,200,000**	**- 1.9**

Notes: 1979 radio data covers the operations of the nationwide networks (CBS, MBS's two networks, NBC and ABC's three AM networks and one FM network), 4,253 AM and AM-FM stations, 1,438 FM stations filing a combined report with the AM, 681 FM stations associated with AM stations but reporting separately in 1979, and 835 independent FM stations. This data also includes the compensation paid by other (regional, state etc.) networks to affiliated stations, but does not include the revenues retained by these other networks, or their expenses. Radio data for 1978 covers the operations of the nationwide networks, 4,316 AM and AM-FM stations, (1,479 FM stations filing a combined report with the AM), 655 associated FM's that reported separately and 777 independent FM stations. TV data for 1979 covers the operations of three networks and 723 stations. TV data for 1978 covers the operations of three networks and 714 stations. Figures may not add to totals because of rounding.

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2. Breakdown of revenues and expenses for radio stations

Broadcast revenues

	AM and AM/FM stations[1]		FM stations[2]	
	Individual Items	Totals	Individual Items	Totals
A. Revenues from the sale of station time:				
(1) Network				
Sale of station time to networks:				
Sale of station time to major networks, ABC, CBS, MBS, NBC (before line or service charges)	$18,047,000		$2,409,000	
Sale of station time to other networks (before line or service charges)	2,865,000		703,000	
Total		$20,912,000		$3,112,000
(2) Nonnetwork (after trade and special discounts but before cash discounts to advertisers and sponsors, and before commissions to agencies, representatives and brokers).				
Sale of station time to national and regional advertisers or sponsors	471,347,000		164,492,000	
Sale of station time to local advertisers or sponsors	1,777,160,000		606,382,000	
Total		2,248,507,000		770,874,000
Total sale of station time		**2,269,419,000**		**773,986,000**
B. Broadcast revenues other than from sale of station time (after deductions for trade discounts but before cash discounts and before commissions):				
(1) Revenues from separate charges made for programs, materials, facilities, and services supplied to advertisers or sponsors in connection with sale of station time:				
(a) to national and regional advertisers or sponsors	1,130,000		324,000	
(b) to local advertisers or sponsors	9,853,000		2,131,000	
(2) Other broadcast revenues	17,486,000		6,229,000	
Total broadcast revenues, other than from time sales		28,469,000		8,635,000
C. Total broadcast revenues		2,297,888,000		782,671,000
(1) Less commissions to agencies, representatives, and brokers (but not to staff salesmen or employes) and less cash discounts	218,385,000		86,102,000	
D. Net broadcast revenues		2,079,503,000		696,569,000[3]
E. Joint AM/FM reports				
FM revenues from sale of station time (after discounts, commission, etc.)	187,023,000			
FM revenues from providing functional music or other special services	2,902,000			
Other FM revenues	1,012,000			
Total	190,937,000[4]			

Chart 2 continues on page 166

9.3%). These amounts include commissions to advertising agencies, representatives, brokers and others, but do not include advertiser-supplied commercials or programs.

The eight national radio networks (CBS, Mutual Broadcasting's two networks, NBC and ABC's three AM networks and one FM network) showed a profit of $15.9 million (up 3.2%) against broadcast revenues of $96.5 million. (up 6.9%).

Broadcast revenues of the 17 AM and 18 FM network-owned-and-operated stations were $155.5 million, up 6.2% from 1978 when there was one more network radio O&O station (ABC's KXYZ[AM] Houston, which was sold to Slater Broadcasting Co. for $1.8 million [BROADCASTING, Feb. 5, 1979]). The profit decline for that group was close to the industrywide downturn: 25.1%, to a total of $21,258,000.

Revenues for the 7,172 other radio stations were $2,621,600,000, up 9.3% from 1978, while profits dropped 27.3% from that year to $194,300,000.

Of the 378 stations reporting revenues of more than $1 million, 297 reported earning a profit while 81 reported losses. Of those reporting a profit, 119 said they earned $500,000 or more; 78 reported earnings in the $250,000-$500,000 range; 60 in the $100,000-$250,000 range, 24 in the $50,000 and $100,000 range, four between $25,000 and $50,000; six between $10,000 and $25,000; one between $5,000 and $10,000, and five earned less than $5,000.

The radio industry reported a total of 94,427 employes, with a total payroll of $1,188,185,000. Full-time employes totalled 70,580 and part-time employes totalled 23,847. The national radio networks employed a total of 979 of whom only 43 were part-time. The national network payroll totalled $25,546,000. The network radio O&O's employed 2,193 of whom 213 were part-time, with a payroll totaling $57,716,000. The remaining stations employed a total of 91,255 persons—67,664 full-time and 23,591 part-time—with a payroll figure totaling $1,104,923,000.

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Chart continued from page 165

Broadcast expenses

	AM and AM/FM stations[1]		FM station[2]	
	Individual Items	Totals	Individual Items	Totals
Technical expenses:				
Technical payroll*	73,359,000		18,282,000	
All other technical expenses	64,118,000		22,301,000	
Total technical expenses		137,477,000		40,583,000
Program expenses:				
Payroll* for "talent" and all other program employes	350,551,000		97,041,000	
Rental and amortization of film and tape	2,093,000		1,433,000	
Records and transcriptions	8,085,000		3,842,000	
Cost of outside news service	29,493,000		6,037,000	
Payments to talent other than reported above	11,825,000		2,678,000	
Music license fees	49,069,000		16,762,000	
Other performance and program rights	25,154,000		4,274,000	
All other program expenses	81,907,000		27,944,000	
Total program expenses		558,178,000		160,011,000
Selling expenses:				
Selling payroll*	254,978,000		93,448,000	
All other selling expenses	169,033,000		79,749,000	
Total selling expenses		424,011,000		173,197,000
General and administrative expenses:				
General and administrative payroll*	212,957,000		62,023,000	
Depreciation and amortization	107,105,000		38,377,000	
Interest	66,813,000		23,253,000	
Allocated costs of management from home office or affiliate(s)	53,061,000		21,660,000	
Other general and administrative expenses	361,645,000		117,674,000	
Total general and administrative expenses		801,581,000		262,986,000
Total broadcast expenses		1,921,247,000		635,777,000

Broadcast income

Broadcast revenues		2,080,084[5]	697,051,000[5]
Broadcast expenses		1,923,012[5]	638,598,000[5]
Broadcast operating income or (loss)		157,072,000	58,454,000

[1]Includes 5,691 AM and AM/FM combination stations. Does not include 681 FM stations that are associated with AM's but reported separately.
[2]Includes 681 FM stations that are associated with AM stations but which reported separately, and 835 independent FM stations.
[3]Excludes 1,060 AM/FM stations that reported FM revenues of $190,937,000.
[4]Of the 1,438 FM stations that filed a combined report with AM's, 1,060 FM's reported revenues.
[5]Stations reporting less than $25,000 in total revenues are not required to report revenues and expenses but are required to report income. Therefore, totals in revenues and expenses are somewhat larger than income totals.
*Payroll includes salaries, wages, bonuses and commissions. Total payroll for AM/FM's: $891,846,000; for FM's: $270,793,000.

Note: Totals may not add due to rounding.

3. Network and station breakouts

Broadcast revenues, expenses and income	Networks[1]	% change from 1978	35 owned-and-operated AM and FM stations[2]	% change from 1978	7,172 other AM, FM and AM/FM stations[3]	% change from 1978	Total networks and stations	% change from 1978
Sales to advertisers for time, program talent, facilities, and services:								
Network sales	$136,548,000	9.8						
Deduct: Payments to owned-and-operated stations	2,208,000	13.4						
Deduct: Payments to other affiliated stations	19,818,000	16.7						
Retained from network sales	114,522,000	8.6	$ 2,408,000	21.8	$ 21,616,000[2]	14.0	$ 138,546,000	9.6
Nonnetwork sales[4]								
to national and regional advertisers	—	—	72,339,000	2.7	564,955,000	8.3	637,294,000	7.6
to local advertisers	—	—	111,859,000	7.6	2,284,731,000[3]	9.4	2,396,590,000	9.3
Total nonnetwork sales	—	—	184,198,000	5.6	2,849,686,000	9.2	3,033,884,000	8.9
Total sales to advertisers	114,522,000	8.6	186,606,000	5.8	2,871,302,000	9.2	3,172,430,000	9.0

Chart 3 continues on page 167.

Broadcast revenues, expenses and income	Networks[1]	% change from 1978	35 owned-and-operated AM and FM stations[2]	% change from 1978	7,172 other AM, FM and AM/FM stations[3]	% change from 1978	Total networks and stations	% change from 1978
Sales to other than advertisers	2,781,000	3.2	298,000	7.2	23,417,000	10.4	26,496,000	9.5
Total sales	117,303,000	8.5	186,904,000	5.8	2,894,119,000	9.2	3,198,926,000	9.0
Deduct: Commissions to agencies, representatives, etc.	20,800,000	13.8	31,398,000	4.0	273,089,000	8.5	325,287,000	8.4
Total broadcast revenues	96,503,000	7.4	155,506,000	6.2	2,621,630,000	9.3	2,873,639,000	9.0
Total broadcast expenses	80,585,000	8.2	134,248,000	13.7	2,427,361,000	13.9	2,642,194,000	13.7
Total income (before federal income tax)	15,918,000	3.7	21,258,000	(25.1)	194,269,000	(27.3)	231,445,000	(25.6)

[1]CBS, MBS (2 networks), NBC, and ABC's 3 AM networks and 1 FM network.
[2]Includes $13,568,750 in compensation from regional networks. The balance differs from the amount reported by the networks as payment to other affiliated stations because of differences in accounting methods.
[3]Since stations with less than $25,000 in revenues do not report a detailed breakdown, the total revenue of those stations is included in this item. Therefore, a small amount of network and national non-network time and program sales may be included here.
*Year to year comparisons should be made with caution because stations are not consistent in the way they classify national/regional versus local sales.

4. How many radio stations won, how many lost

Number of AM and AM/FM[1] stations reporting profit or loss, by volume of total broadcast revenues, 1979
(Stations operating full year only)

			Stations reporting profits of:									
	Total number of stations reporting	Number of stations reporting profits	$500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	378	297	119	78	60	24	4	2	2	2	1	5
$500,000 to $1,000,000	595	421	1	13	124	149	68	13	16	18	12	7
$250,000 to $500,000	1,189	749			46	187	205	64	68	80	44	54
$200,000 to $250,000	462	265			2	35	76	22	28	26	35	41
$150,000 to $200,000	514	304				18	76	20	38	53	48	51
$100,000 to $150,000	545	266				9	39	22	26	44	57	69
$75,000 to $100,000	189	88					5	12	8	14	21	28
$50,000 to $75,000	138	42					2	1	4	5	15	15
$25,000 to $50,000	51	11								1	5	5
Less than $25,000	17	1										1
Totals	**4,079**	**2,443**	**120**	**91**	**232**	**422**	**475**	**156**	**190**	**243**	**238**	**276**

[1]Excludes 681 FM stations that are associated with AM's but which reported separately.

Number of AM and AM/FM[1] stations reporting profit or loss, by volume of total broadcast revenues, 1979
(Stations operating full year only)

			Stations reporting losses of:									
	Total number of stations reporting	Number of stations reporting profits	$500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	378	81	18	18	21	11	7	1	1	2	2	
$500,000 to $1,000,000	595	174	13	17	40	37	23	6	5	9	11	13
$250,000 to $500,000	1,189	441	5	23	66	76	75	30	36	37	40	53
$200,000 to $250,000	462	197	1	3	19	34	41	9	12	26	17	35
$150,000 to $200,000	514	210		4	20	29	39	17	15	21	24	41
$100,000 to $150,000	545	279		2	14	32	45	19	22	37	47	61
$75,000 to $100,000	189	101			8	13	13	2	12	12	17	24
$50,000 to $75,000	138	96	1		1	9	9	8	7	13	19	29
$25,000 to $50,000	51	40		1	1	4	8		2	2	4	18
Less than $25,000	17	16			2	3	2	1		3	1	4
Totals	**4,079**	**1,635**	**38**	**68**	**192**	**248**	**262**	**93**	**112**	**182**	**182**	**278**
Total both		**4,079**	**158**	**159**	**424**	**670**	**737**	**249**	**302**	**405**	**420**	**554**

[1]Excludes 681 FM stations that are associated with AM's but which reported separately.

Number of independent FM[1] stations reporting profit or loss, by volume of total broadcast revenues, 1979
(Stations operating full year only)

			Stations reporting profits of:									
	Total number of stations reporting	Number of stations reporting losses	$500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	74	59	17	18	18	2	4					
$500,000 to $1,000,000	106	73	1	3	31	20	14		1	3		
$250,000 to $500,000	166	107			8	33	39	6	4	7	7	3
$200,000 to $250,000	68	38				1	12	6	2	7	7	3
$150,000 to $200,000	90	31				2	7	2	4	5	7	4
$100,000 to $150,000	121	50				2	12		5	7	10	14
$75,000 to $100,000	53	18					1	1	5	2	5	4
$50,000 to $75,000	36	8					1			2	2	3
$25,000 to $50,000	26	8						1	1		2	4
Less than 25,000	13	2										2
Totals	**753**	**394**	**18**	**21**	**57**	**60**	**90**	**16**	**22**	**33**	**40**	**37**

[1]Excludes FM stations that are associated with AM's but which reported separately.

Chart 4 continues on page 168.

Chart 3 continued from page 167

Number of independent[1] FM stations reporting profits or loss, by volume of total broadcast revenues, 1979
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting losses of: $500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	74	15	5	3	3	2				1		
$500,000 to $1,000,000	106	33	2	8	8	6	2	1	1	3	1	1
$250,000 to $500,000	166	59	1	3	9	16	11	5	3	4	2	5
$200,000 to $250,000	68	30			5	5	7	1	2	2	5	3
$150,000 to $200,000	90	59	1	2	8	7	17	1	7	4	7	5
$100,000 to $150,000	121	71		1	6	8	14	4	7	5	14	12
$75,000 to $100,000	53	35		1	4	6	7	5	5	1	5	1
$50,000 to $75,000	36	28			1	4	9	5	1	3	1	4
$25,000 to $50,000	26	18			1	2	4		3	2	3	3
Less than $25,000	13	11			3		4				3	1
Totals	**753**	**359**	**9**	**18**	**48**	**56**	**75**	**22**	**29**	**25**	**41**	**36**
Total both		**753**	**27**	**39**	**105**	**116**	**165**	**38**	**51**	**58**	**81**	**73**

[1]Excludes FM stations that are associated with AM's but which reported separately.

Number of associated[1] FM stations reporting profit or loss, by volume of total broadcast revenues, 1979
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting profits	Stations reporting profits of: $500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of												
Over $1,000,000	95	81	31	32	11	3	2	1				1
$500,000 to $1,000,000	115	90		17	44	13	11	2	1	1	1	
$250,000 to $500,000	149	107		3	22	41	17	6	5	6	2	5
$200,000 to $250,000	53	31			2	7	7	2		2	8	3
$150,000 to $200,000	64	38				11	15	3	3	3	1	2
$100,000 to $150,000	70	35			1		8	4	6	2	7	7
$75,000 to $100,000	31	12					3	1	1	1	4	2
$50,000 to $75,000	39	15					5		1	2	2	5
$25,000 to $50,000	31	8									2	6
Less than $25,000	11	5									2	3
Totals	**658**	**422**	**31**	**52**	**80**	**75**	**68**	**19**	**17**	**17**	**29**	**34**

[1]Does not include 1,438 FM stations that filed a combined report with the AM.

Number of associated[1] FM stations reporting profit or loss, by volume of total broadcast revenues, 1979
(Stations operating full year only)

	Total number of stations reporting	Number of stations reporting lossess	Stations reporting losses of: $500,000 and over	$250,000 to $500,000	$100,000 to $250,000	$50,000 to $100,000	$25,000 to $50,000	$20,000 to $25,000	$15,000 to $20,000	$10,000 to $15,000	$5,000 to $10,000	Less than $5,000
Revenues of:												
Over $1,000,000	95	14	6	1	3		2		1		1	
$500,000 to $1,000,000	115	25	3	5	3	5	3	1	1		2	2
$250,000 to $500,000	149	42	1	4	8	6	9		2	4	3	5
$200,000 to $250,000	53	22	1	1	3	5	3	1	2	2	2	2
$150,000 to $200,000	64	26			2	5	7	2	2	1	2	5
$100,000 to $150,000	70	35			1	5	8	5	3	6	4	3
$75,000 to $100,000	31	19			2	1	6	2	1	2	2	3
$50,000 to $75,000	39	24			3	6	5		1	2	4	3
$25,000 to $50,000	31	23		1			1	1	6	3	6	2
Less than $25,000	11	6					2			2		2
Totals	**658**	**236**	**11**	**12**	**25**	**36**	**46**	**12**	**19**	**22**	**26**	**27**
Total both		**658**	**42**	**64**	**105**	**111**	**114**	**31**	**36**	**39**	**55**	**61**

[1]Does not include 1,438 FM stations that filed a combined report with the AM.

As compiled by BROADCASTING March 30 through April 3 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM applications

■ Window Rock, Ariz.—The Navajo Nation seeks 660 khz, 50 kw-U. Address: c/o Navajo Film & Media Commission, Box 308 Window Rock 86515. Estimated construction costs: $669,000; first-quarter operating cost: $114,500; revenue: $450,000. Format: Indian culture. Principals: Peter MacDonald, chairman, Navajo Tribal Council; Ray Gilmore, council member and chairman, Navajo Film & Media Commission. They have no other broadcast interests. Filed March 6.

■ Chula Vista, Calif.—LDA Broadcasting Inc. seeks 1040 khz, 1 kw-U. Address: P.O. Box 7067, Carmel, Calif. 93921. Estimated construction costs: $278,000; first-quarter operating cost: $90,000. Format: Contemporary. Principals: Samuel Urcis (89%), R. David Legg (9%), Herbert R. Hunt (2%). Urcis is Carmel-based management consultant. Legg is Houston attorney. Hunt is Silver Spring, Md., consultant. Urcis and Legg are also new TV applicants for San Francisco, Calif. (see below). Filed March 20.

■ Gonzales, Calif.—Gonzales Broadcasters seeks 880 khz, 5 kw-D, 1 kw-N. Address: 4610 Briarwood Drive, Sacramento, Calif. 95821. Estimated construction costs: $78,000; first-quarter operating cost: $98,000; first-year revenue: $ N/A. Format: MOR. Principals: Robert A. Jones, Marvin B. Clapp and Carl J. Auel (one-third each). Jones is La Grange, Ill.-based consulting engineer. Clapp is chief engineer of KEBR(FM) Sacramento and Auel is manager of KEBR. Auel and Clapp also each own 50% of KEWQ(AM) Paradise, Calif., 14.5% of KNCO(AM)